



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION
2ND YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR
MAIN CAMPUS

COURSE TITLE: RESEARCH METHODS

COURSE CODE: BBM 2212

VENUE:

DATE:

TIME:

Instructions

1. Answer question 1 (compulsory) and ANY other 2 questions.
2. Show **ALL** your workings.
3. Candidates are advised not to write on the question paper.
4. Candidates must hand in their answer booklets to the invigilator while in the examination room.
5. Marks allocated to each question are shown at the end of each question.

- 1.a) Explain the meaning of the term research. (5 mks)
- b) Discuss the characteristics of an effective research. (10 mks)
- c) Explain the concerns that must be addressed when developing a research instrument (10mks)
- d) Distinguish between applied and pure research. (5mks)
2. Write short notes on the following;
- (i) Descriptive research (5 mks)
- (ii) Co-relation research (5 mks)
- (iii) Explanatory research (5 mks)
- (iv) Exploratory research. (5 mks)
3. a) Discuss the various sampling techniques in a research process. (10 mks)
- b) Examine the merits and limitations of sampling as a method of data collection (10mks)
4. a) Explain the meaning of a research design and its significance. (10 mks)
- b) Examine the merits and limitations of observation in collecting data. Illustrate your answers with suitable examples (10mks)
- 5.a) Explain how validity and reliability of research instruments is achieved. (5 mks)
- b) Discuss the main difference between multicollinearity and heteroscedasticity (5mks)

5c) The table below shows the number of ICT compliant firms between 2000 and 2005

Year	Number of firms
2000	90
2001	170
2002	120
2003	155
2004	170
2005	533

Compute

- (i) the mean (3 mks)
- (ii) the median (3 mks)
- (iii) the mode (2 mks)
- (iv) The range (2 mks)